

# GOWD News You Can Use



January 14, 2011

Volume 1, Issue 3

## Business Alabama to feature Workforce Development

The **January 2011 issue** of *Business Alabama* will again feature articles on workforce development from across the state! Not only will there be an article featuring GOWD Director Matthew Hughes talking about workforce development initiatives statewide, but each WDCA chair will also have a feature article regarding their regional council.

The 2010 edition featured such topics as "Flexibility Key to Training Programs in Region 1, Attracting Young Students Key To Future of Workforce (Region 2), Balancing Entry-level and High-skilled Workers (Region 3), Encouraging Cooperation Vital to Development (Region 4), Automotive and Healthcare Training Dominate Region 5, A Willing Workforce (Region 6), Dual Enrollment Opportunities

Valuable to Future Workforce (Region 7), Industry Input Provides Direction for Training (Region 8), Building a Workforce from the First Grade (Region 9), and Aviation Jobs Being Filled by Area Workers (Region 10).

*Business Alabama* promotes itself as covering business, large and small, in all sectors of the Alabama economy for over two decades.

If you do not already subscribe to *Business Alabama*, it is a worthy investment at only \$23.00 per year and includes 12 monthly issues.

### Important Dates:

- The State Proposal Review Committee (PRC) will meet **January 19, 2011** in Montgomery.
- WDCA Region 2 Chat with the Chancellor is **January 26, 2011** in Hanceville.
- IWTP grant deadline is **February 28, 2011**.
- State Workforce Planning Council (SWPC) will meet **March 2, 2011**.
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## New Employee Joins GOWD

**Lisa Gaither** has joined the staff of GOWD as Project Manager for the Community Based Job Training Grant (CBJTG).

Lisa will oversee the daily operations and activities occurring with the project to ensure that the grant implementation plan and guidelines are being executed appropriately in the field.

She previously served as Assistant Director for the Consortium for the Alabama Regional Center for Automotive Manufacturing (CARCAM) where she fostered and developed educational, business and industry relationships.

She worked to promote the Automotive Manufacturing Technology (AUT) degree program and assisted the Direc-

tor with workforce collaborative efforts.

She is a graduate of Jacksonville State University with a Bachelor's Degree in Economics/Business Administration.

Her email address is [lisa.gaither@dpe.edu](mailto:lisa.gaither@dpe.edu).

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## Spotlight on Alabama Technology Network

The **Alabama Technology Network (ATN)** of the Alabama Community College System links two-year colleges, The University of Alabama System, Auburn University and the Economic Development Partnership of Alabama together to solve the needs of the state's existing manufacturing industry.

As Alabama's Affiliate of the National Institute of Standards and Technology's Manufacturing Extension Partnership, our employees

are able to provide services through a variety of training options and methods.

Whether it's through Lean manufacturing training, quality services training, continuous improvement methods, environmental health and safety training, industrial maintenance training, or one of the many other services we offer to Alabama manufacturers, our team of experts can meet local needs and provide innovative and cost-effective solutions.

ATN's sites are strategically located throughout the state to provide local points of contact in order to train Alabama manufacturers in need of assistance.

For more information, visit their website at **[www.atn.org](http://www.atn.org)**.

## New Energy Saving Loan Program Announced

The Alabama Department of Economic and Community Affairs has launched a \$60 million program that will help Alabama industrial and commercial businesses save energy, money and create and retain jobs.

ADECA officials announced Tuesday a revolving loan program called **Alabama-SAVES (Sustainable and Verifiable Energy Savings)**.

The program will offer 2 percent interest rate loans of between \$250,000 and \$4 million to help existing businesses finance energy-saving improvements to their facilities. Businesses can start submitting loan applications starting Dec. 1.

Visit [www.alabamasaves.com](http://www.alabamasaves.com) for more information.

## Career Ready Alabama



The **website** for Career Ready Alabama has been redesigned! Check out all the information available for job seekers, employers and economic developers at [careerreadyalabama.com](http://careerreadyalabama.com).

If you have suggestions on content to include, please email [Sarah.horton@dpe.edu](mailto:Sarah.horton@dpe.edu).

Need a reminder course in **Key-Train**? Contact [stan@keytrain.com](mailto:stan@keytrain.com) for more information.

It was a busy year for the program. Over 8000 CRCs were issued, the number of WSPs in the state increased from 12 to 21, and the career centers became WorkKeys testing sites.

We look forward to more projects in 2011 as we conduct training for new WSPs on February 3rd, continue to partner more with K12, and strive to spread the word about WorkKeys and Career Ready Alabama to businesses and people of Alabama.



## WDCA Region 4 Officers

**Charles Ball** is the chair for Region 4. He is a native of Birmingham. He completed his undergraduate work at Birmingham-Southern, and received his Masters of Community Planning from Auburn University in 1992. Since then, he has held various positions in the planning departments of the City of Auburn, Albany, Georgia and most recently with the City of Gadsden where he served as Director of Planning for seven years. Charles was appointed Executive Director of the Regional Planning Commission in December 2006.

**Ronnelle Stewart** is vice chair for Region 4. She holds a Bachelor's degree in HR Management from Western International University and is working on her Master's Degree in Education at the University of Illinois. She is certified as a Senior Professional in Human Resources. She has worked for Tenet Healthcare Corporation since January of 1982 and she is the Chief Human Resources Officer for Brookwood Medical Center located in Birmingham, Alabama. She is a past Chairman of the Jefferson County Workforce Investment Board.

**Angie Jennings** serves as secretary for Region 4. She is Vice President of Private Banking with ServisFirst Bank in Birmingham. She is responsible for growing and managing loan/deposit portfolios for busy professionals primarily in the legal and medical fields. In 2007, she was selected by the Birmingham Business Journal as a "Top 40 Under 40" recipient. Ms. Jennings received her bachelor's degree from the University of Alabama in Birmingham. Ms. Jennings is a native of Fayetteville, Tennessee.

## Work Opportunity Tax Credit (WOTC)

The **WOTC** reduces an employer's cost of doing business when an employer hires individuals meeting certain criteria.

Employers make the hiring decision, there is no limit to the number of new hires who can qualify their employer for these tax savings and there is minimal paperwork to claim the tax

credits.

The Work Opportunity Tax Credit can now be as much as:

- \$2,400 generally for each new adult hire
- \$1,200 for each summer youth hire
- \$4,800 for each new disabled veteran hire

\$9,000 for each new long-term TANF recipient hired over a 2-yr. period

For more information, email the WOTC coordinator at [wotc.alcc@alcc.alabama.gov](mailto:wotc.alcc@alcc.alabama.gov).

You can also view forms and documents at the website <http://wotc.alabama.gov>.

## The ABC's of GOWD, or What in the World Does THAT Mean?

Have you ever been in a meeting and not understood all the acronyms and abbreviations used? You are not alone!

The November spotlight in the 2011 Workforce Development Calendar are the ABC's of GOWD!

Here are a few for you to review and learn.

ACCS—Alabama Community College System

AIDT—Alabama Industrial Development Training

ATN—Alabama Technology Network

CRC—Career Readiness Certificate

SWPC—State Workforce Planning Council

WDCA—Workforce Development Councils of Alabama

WOTC— Work Opportunity Tax Credit

WSP—WorkKeys Solutions Provider

## Governor's Office of Workforce Development

135 South Union Street  
Post Office Box 302130  
Montgomery, AL 36104

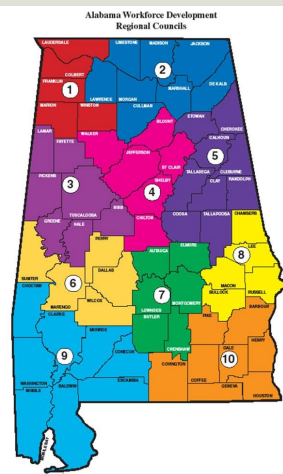
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### Upcoming WDCA Meetings

- Region 1—March 8, TBA
- Region 2— January 26, Hanceville
- Region 3— February 10, Tuscaloosa
- Region 4— January 21, Gardendale
- Region 5— February 8, TBA
- Region 6— March 24, Selma
- Region 7— TBA
- Region 8— March 23, TBA
- Region 9— March 16, TBA
- Region 10— January 18, TBA



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### WDCA's to Host "Chat with the Chancellor" Meetings

The Workforce Development Councils of Alabama will be hosting community **"Chat with the Chancellor"** sessions throughout 2011.

The purpose of these "Chats" is to give the community an opportunity to participate in the development of a strategic plan for the Alabama Community College System. The System includes 22 community colleges, 4 technical schools, Athens State University, Alabama Technology Network (ATN),

AIDT, and Marion Military Institute.

The Alabama Community College System (ACCS) provides

- general education at the freshman and sophomore level,
- adult education, and
- workforce development initiatives.

The "Chats" will be held immediately following the WDCA business meeting. In addition to council members, invitations will be extended to all community leaders, school superintendents, 4 year educational leaders, local chambers, etc. that may not be involved with the local WDCA.

The first "Chat" will be hosted by WDCA Region 2 January 26th at Wallace State Community College, Hanceville.

### Career Center Corner

The **Alabama Career Center Mobile Unit** is again helping citizens in their efforts to become employed.



On January 3rd, the **Fort Payne Career Center** began assisting applicants in AIDT online applications for AP Plasman, a Canadian based company that is in the final stages of completing their only American based company on Airport Road in Fort Payne.

Plasman manufactures plastic injection molding for automobiles and build their products for Honda, GM, Chrysler and Toyota.

So far this week, close to 800 applicants have been seen by the center staff. The mobile unit has been a great tool to help meet this need in the area.

Plasman plans to be fully operational by June, 2011, and anticipates 150 employees. They hope to double the number of employees within their first two years of operation.

Linda McCain, Manager of the Ft. Payne Career Center states the Mobile Unit will remain on site to take the applications throughout the week.